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|---------------------------------|--|-------------------------------|-----------------------------|
| <i>SERFF Tracking Number:</i> | <i>MUTM-127150933</i> | <i>State:</i> | <i>Arkansas</i> |
| <i>Filing Company:</i> | <i>Mutual of Omaha Insurance Company</i> | <i>State Tracking Number:</i> | <i>48648</i> |
| <i>Company Tracking Number:</i> | <i>VERONICA BOOTH</i> | | |
| <i>TOI:</i> | <i>LTC03I Individual Long Term Care</i> | <i>Sub-TOI:</i> | <i>LTC03I.001 Qualified</i> |
| <i>Product Name:</i> | <i>MC34190_0311 - Long Term Care Advertising</i> | | |
| <i>Project Name/Number:</i> | <i>Long Term Care Advertising/MC34190_0311</i> | | |

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: MC34190_0311 - Long Term SERFF Tr Num: MUTM-127150933 State: Arkansas

Care Advertising

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed-
Closed

State Tr Num: 48648

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: VERONICA BOOTH

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer,
Stephanie Fowler

Author: Veronica Booth

Disposition Date: 05/16/2011

Date Submitted: 05/02/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Project Number: MC34190_0311

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 05/16/2011

State Status Changed: 05/16/2011

Created By: Veronica Booth

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Veronica Booth

Filing Description:

NAIC #: 261-71412

FEIN #: 47-0246511

Mutual of Omaha Insurance Company

Long Term Care Advertising

MC34190_0311

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

SERFF Tracking Number: MUTM-127150933 State: Arkansas
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 48648
Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: MC34190_0311 - Long Term Care Advertising
Project Name/Number: Long Term Care Advertising/MC34190_0311

We request that any information in brackets be considered variable.

Sincerely,

Corporate Compliance and Ethics Division
For Questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

vb

Company and Contact

Filing Contact Information

Veronica Booth, Senior Policy Drafting & Regulatory Assistant veronica.booth@mutualofomaha.com
Mutual of Omaha 402-351-4737 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance Company CoCode: 71412 State of Domicile: Nebraska
Mutual of Omaha Plaza Group Code: 261 Company Type: Health Insurance
Omaha, NE 68175 Group Name: State ID Number:
(402) 351-6910 ext. [Phone] FEIN Number: 47-0246511

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|---------|--------|----------------|---------------|
|---------|--------|----------------|---------------|

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| Mutual of Omaha Insurance Company | \$50.00 | 05/02/2011 | 47170201 |

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| <i>Product Name:</i> | <i>MC34190_0311 - Long Term Care Advertising</i> | | |
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Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|---------------|-------------------|-------------------|-----------------------|
| Filed-Closed | Stephanie Fowler | 05/16/2011 | 05/16/2011 |

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Disposition

Disposition Date: 05/16/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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| Schedule | Schedule Item | Schedule Item Status | Public Access |
|----------|---------------------|----------------------|---------------|
| Form | Print Advertisement | Filed-Closed | Yes |

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Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 48648

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TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified

Product Name: MC34190_0311 - Long Term Care Advertising

Project Name/Number: Long Term Care Advertising/MC34190_0311

Form Schedule

Lead Form Number: MC34190_0311

| Schedule Item | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|----------------------------|--------------|-------------|---------------------|---------|----------------------|-------------|------------------|
| Filed-Closed 05/16/2011 | MC34190_0311 | Advertising | Print Advertisement | Initial | | 0.000 | MC34190_0311.pdf |

Mutual Care[®] at Work

Long-Term Care Insurance



Don't miss your chance to apply for your newest employee benefit!

As part of your employee benefits program, your employer is giving you the opportunity to obtain long-term care insurance.

A Mutual Care[®] at Work long-term care insurance policy from Mutual of Omaha Insurance Company may help you:

- Protect your retirement savings from the high cost of long-term care services
- Receive the care you need in the setting that's right for you – even in your own home
- Prevent you from becoming a burden to your children
- Maintain your independence

During the open enrollment period, I'll work with you to create a long-term care insurance policy that meets your unique needs. In addition, this insurance also is available to your extended family members, including your spouse, adult children, parents, siblings, grandparents, in-laws and all step equivalents.

The open enrollment period is: [Date] to [Date]

Contact me today to schedule your individual consultation at no cost or obligation.

[Agent Name]

[Phone Number]

[E-mail Address]



This is a solicitation of insurance. Long-term care insurance is underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175 [1-800-775-6000]. Policy forms LTC09M-5ML, LTC09M-10ML (or state equivalent). In ID: LTC09M-5ML-ID, LTC09M-10ML-ID. In NC: LTC09M-5ML-NC, LTC09M-10ML-NC. In OK: LTC09M-5ML-OK, LTC09M-10ML-OK. In OR: LTC09M-5ML-OR, LTC09M-10ML-OR. In PA: LTC09M-5ML-PA, LTC09M-10ML-PA. In WA: LTC09M-5ML-WA, LTC09M-10ML-WA. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent or write to the company. You may be contacted by telephone by an insurance agent (in WA: producer). The long-term care benefits provided will be individual coverage, not group coverage.

MC34190_0311